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THE JERUSALEM
POST
MAGAZINE

Friday, May 4, 1979

**Home
at last**



In this issue



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Prisoners of Zion at Bell Hanan on
Independence Day. Front left, front:
Hillel Bulman, President Navon, Boris
Poisson, Eduard Kurnikov; back:
Mark Dimuschitz, Arye (Leib) Khanokh,
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man. (David Rubinger).

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THE PERSONALIZED license plates—AVI, HEDVA, SHALOM, B'EMET, HASHEM—whiz past on the freeways. A network of telefons criss-crosses the sprawling city. The Tel Avivization of Fairfax Avenue progresses apace. Hebrew can be heard anywhere and everywhere.

A new minority has invaded Los Angeles—the Israeli-Americans. Miss Pea Was California 1978: born in Haifa. The environmental reporter for a slick glossy monthly: Ehud Yonai. The name behind Beverly Hills' outrageous, exclusive Fiorucci boutique: three investors with classic Hebrew names who growl their r's. Universal Studios' New Talent Department's most recent discovery: Aharon Ipale. The "cleverest young American" Candid Camera's Alan Funt remembers interviewing in years: Itamar.

LA's Jewish pockets have always been lightly seasoned with Israelis. In the 50s they were idealistic, committed students. In the 60s, European refugees who opted for America after securing Israeli passports.

The stampede began with the Yom Kippur War, and left, the local Israeli consulate conservatively estimates, some 70,000 Israelis settled in the City of the Angels, total population seven million.

Some came to study at the city's numerous universities and never went home. Others were entrepreneurs, fleeing the socialist tradition, the hopeless bureaucracy, the stiff taxes, and the jedium of reserve duty. Also to Los Angeles flocked the opportunists with itchy palms and visions of grandeur, willing to sell their souls for a Green Card, that sought-after document without which technically, no alien can work. They span the entire spectrum of Israel's national life: religious and secular, Ashkenazi and Sephardi, sabra and immigrant, Ph.D. and elementary-school drop-out, Mapalnik and Likudnik.

It's a bit baffling, this sudden proliferation of Israelis, a direct result of Chicago political clout. Crying witch-hunt, California's large Spanish-speaking population has successfully blocked all attempts by state and federal legislators to impose penalties on those who hire "undocumented workers"—a boon not only for farmers and businessmen who profit from the constant inflow of cheap, docile Mexican labour, but also for any foreigner out to make a quick buck.

Most of the Israelis arrive as students or on tourist visas, despite elaborate efforts by the U.S. Embassy in Tel Aviv to weed out potential emigrants. They quickly learn the ropes from their more seasoned predecessors. A Social Security card, required by all employers, is available to non-citizens through a legal loophole. A student visa, the prerequisite for a job at the Israeli consulate, Tourist Office, or El Al, is easy to come by. The Jewish Free Loan service is good for \$500, repayable in interest-free monthly installments. The Cedars—Sinai Hospital, one of the best medical facilities in the city, treats Russian immigrants and all Israelis. Planned Parenthood offers gynaecological examinations, birth control pills and advice to any indigent female hoping to be a California resident.

Ali immigrants-to-be, usually single, find work easily, though menial jobs they would

consider degrading at home. They soon discover that America's streets are not paved with gold, but they also learn that if they log long hours, they can quickly accumulate enough money to buy a stereo and a gas-guzzling American jalopy. The city's incredible wealth and insatiable materialism spur them on, enable them to tolerate the youth worship, the liberated women, the militant gay, the Hillel Strangler, the hamburger stands that look like Japanese temples, and the smog.

Through dozen shady ploys, the Israelis eventually legalize their status and apply for citizenship—something they were loath to do in the late 60s, when American males were being drafted to fight in Vietnam. The anti-semitism and make Israeli envoys cringe; the U.S. Immigration and Naturalization Service is unconcerned.

"You make it sound like there has been an enormous invasion of Israelis," chuckled an INS official. "Even if there were 200,000 living in Los Angeles, it wouldn't be a problem. They're a drop in the bucket. According to middle-range estimates, something like one quarter of Mexico's adult population is living and working illegally in California and Texas and more are crossing the border every day."

"It's true the Israelis use all sorts of dubious means to acquire citizenship, but at least they become legal. They know how to get a Social Security card, how to arrange a Green Card marriage, how to buy a Green Card. I wish the Mexicans did. Believe me, if every other group were as clever as you Israelis, my job would be much easier. Don't quote me by name on that."

UNLIKE THEIR counterparts in New York, many of whom drive taxis and some of whom are rumoured to collect welfare, LA's established Hebrew-speaking community is predominantly middle class. As the hardworking Jews, Orientals, Armenians, refugees from the East Coast and Okies from the Dust Bowl discovered before them, America's glamorous western capital is a palm-fringed oasis of opportunity. The right combination of talent, luck, diligence, and *hutzpah* guarantees almost anyone a mortgaged ranch-style house, two cars, a savings account and an annual vacation.

From Westchester to Sepulveda, from Santa Monica to Watts, there are Israeli-owned businesses, gift stores, beauty parlours, export-import firms, gas stations, travel agencies, real estate offices, car repair shops, and boutiques. A surprising number of immigrants can be found on Hollywood backlots where they work, union card in hand, as studio technicians, gaffers (electricians), and cameramen.

There is a sprinkling of doctors and surgeons, a group of scientists and engineers whose expertise is so specialized they cannot find work in Israel. Others are professional Jews, who sell Israel at Bond meetings and United Jewish Appeal functions. Some are teachers of religion and Hebrew at the private day-schools run by the three synagogue movements. This is a profession much in demand since the U.S. Supreme Court upheld assimilated Jews "discover their roots" by ruling that the children of well-to-do suburbanites can be bussed to Black ghettos and

(Continued overleaf)

California Scheming

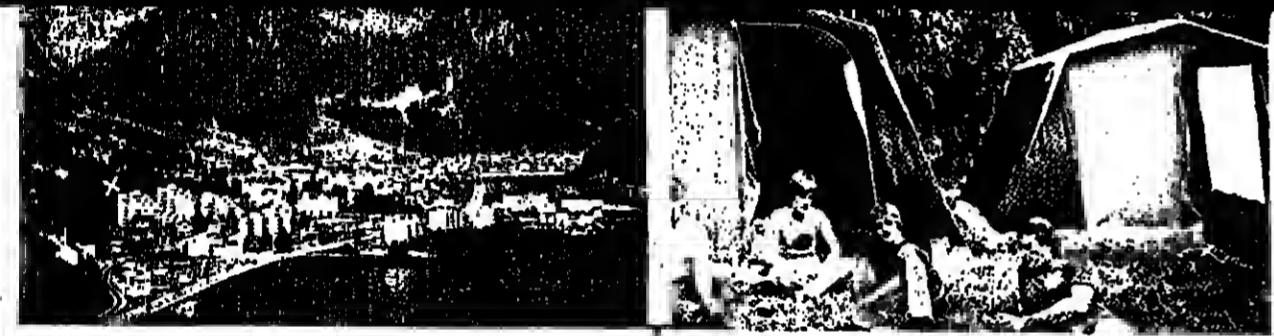
There are now an estimated 70,000 Israeli emigrants in Los Angeles—and their number is growing rapidly. In the first of two articles, *The Jerusalem Post's JOAN BORSTEN* describes how they get to the metropolis, on America's West Coast, and what they do to stay there after they've arrived. Photographs by Ann Summa.



Los Angeles' Fairfax Avenue used to resemble New York's Lower East Side. It now looks more like Tel Aviv.

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FRIDAY, MAY 4, 1979

THE JERUSALEM POST MAGAZINE

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THE JERUSALEM POST MAGAZINE

PAGE FIVE

(Continued from page 5)
Chicano barrios if they want a publicly-financed education.

THE ISRAELIS live on the fringes of LA's almost half-million-strong Jewish community. They patronize Israeli restaurants, folk dance at Doni Daas's Cafe Danse, fill the Wilshire Ebell Theatre for Hava Alberstein or the Hassidic Song Festival, read Ma'ariv and Yediot, follow the Israeli soccer scores, and have mostly Hebrew-speaking friends. They vacation not in Acapulco and Hawaii but in Tel Aviv.

Those great institutions that helped to speed the process of integration for so many European refugees, the city's numerous Reform and Conservative synagogues, are foreign to them. The predominantly secular Israelis feel no need to pray, especially in English, and are uncomfortable with the country-club aspects of California-style Judaism.

Along with synagogues, the Israelis often avoid another well-established Diaspora tradition: the buying of Bonds and the pledging of money to the UJA. "Maybe because we know the deficiencies of the system," says one armchair philosopher, who filters his contributions directly into his relatives' pockets. "More likely because they still consider themselves the type of Jew who fights with an Uzi, and not with a chequebook," says a Welfare Fund official.

And except for Yom Haatzma'ut, when a horde of emigrants, children in tow, join Jewish activists for a rowdy Independence Day picnic at Rancho Park, LA's Hebrew-speaking residents boycott most programmes, marches, protests and demonstrations sponsored by the local Federation.

ONLY A HANDFUL of financially successful emigrants have been assimilated into the ranks of LA's wealthiest, most upwardly mobile minority: Universal Studios vice-president Rafi Ettee; millionaire contractor Yona Goldrich; bank owner Ilan Bender; advertising mogul Natan Felegi; real estate developer Jerry Oren. They join synagogues, contribute to congressional and presidential campaigns, and buy Bonds like the richest Jewish fat cats. Like LA's Israeli "personalities" — Yemenite singer Hedva, character actor Nicky (Nehemia) Persoff, Foreign Press Association president Judy Solomons — they are courted by the consulate. Yet they cling to an all-Israeli division of the UJA and a Hebrew-speaking lodge of the B'nai B'rith.

"It's hard to be an Israeli-American," admits a UJA fund-raiser who wishes to remain anonymous because he is a former World Zionist Organization shaliach, an emissary who never went home.

Unlike LA's most visible new hyphenates, the Vietnamese-Americans, Korean-Americans, Thai-Americans, Lebanese-Americans and Iranian-Americans, the Israelis and Americans have never quite come to terms with their decision to abandon "the homeland."

The community's common denominators are guilt and a hatred of the word *yored*, a label as derogatory in Hebrew as expatriate is glamorous in English. Almost without exception, the Israelis of Los Angeles are going home after: (a) one more university degree, (b) having another \$10,000, (c) a few more years' work experience, (d) the children have finished elementary school/junior



Actor Aharon Ipale played Joseph Lavetta in Universal Studio's recent TV mini-series "The Immigrants." (Right) The Israeli owner of a falafel stand on Fairfax Avenue.

high/high school/university, (e) allies and other educational institutions. They profit from their presence: impresario Harvey Gerstenbaum makes a living bringing Israeli entertainers to a "dirty work" of building a Los Angeles, and media baron Phil Blazer devotes much of his weekly radio and TV programmes to Hebrew songs and newscasts.

The stigma attached to living abroad while friends and family bring the Jewish state is the Achillea heel of the "dirty work" of building a Los Angeles, and media baron Phil Blazer devotes much of his even the toughest, most callous gold-digger.

The day after I arrived in L.A., they wish them well, agreeing that every Jew should have the right to live where he pleases. And they hope they will all vanish one day. Not only are the immigrants a deterrent to allies and fundraising; they spoil the Diaspora ideal of the Israeli by working on Yom Kippur and marrying out.

"What do you have against yored?" he snapped defensively. "They are not offering us anything realistic. A low-paying job with a government-owned, bureaucracy-ridden firm and a flat in a development town. We own a three-bedroom house in the Valley now, mortgaged to the bone, and two cars. I have a challenging job and the promise of advancement.

"I told him I was not here by declaration that 'yoredim' are deserters" still reflects most accurately the attitude of the non-educated majority. When the LA Jewish Federation organized a group of patriotic Israeli-born teenagers into a Hebrew-speaking chapter of Israel Scouts, neither an official blessing nor much-needed funding could be mustered.

LA'S JEWISH activists have a love-hate relationship with the Israeli. They hire them: the head of the local Bonds organization is a dyed-in-the-wool immigrant, as are many policy-makers at the Federation, American Zionist Youth Foundation, the UJA, and the Friends of the various universities. They attend a get-together at the home of an

and army service. We weren't against anything. We just wanted to get an education, and look what happened. Now it's hard to go back. We own a company that coats electrical pipes in plastic and, with six partners, the West Valley Bank in Tarzana.

"Many of our generation have returned. Each time the government offered easier terms, a few more went back. We tried several times, too, but never found a way to transfer the business."

The Benders today live in Encino, the Valley's poshest, ritziest neighbourhood, a predominantly Jewish suburb of large houses furnished by expensive interior decorators and tended by live-in Mexican maids, with private pools and manicured green lawns.

Wives spend their days shopping, coffee-knitting, and caring for their offspring to school, dancing, swimming, singing, modelling and art lessons. Husbands work long hours as lawyers, doctors and businessmen, commuting to downtown LA or Beverly Hills in German sports cars. Friday nights are reserved for the family or for Rabbi Harold Schulweis, who regularly draws 2,000 congregants to his conservative Beth Shalom synagogue. Saturdays and Sundays are spent sailing at the Marina.

"They don't really want us back," complained the engineer. "They are not offering us anything realistic. A low-paying job with a government-owned, bureaucracy-ridden firm and a flat in a development town. We own a three-bedroom house in the Valley now, mortgaged to the bone, and two cars. I have a challenging job and the promise of advancement.

"I remember buying only appliances that would fit into a small Israeli kitchen," says the sabra from Tel Aviv, who met her husband Ilan when they were both in Nahal, and married him on Kibbutz. "Our generation wasn't like those Israelis coming now, older couples with older children who are running away from a hard life.

"We are Americans, our kids are American. I already know Gil, the oldest, won't be going 'home' for the army. How could he? It would mean putting off university till he's 21. Our second son is interested, though.

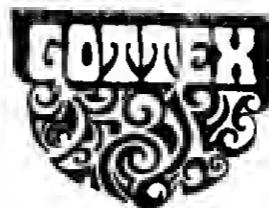
"But I believe that once an Israeli, always an Israeli. We're proud of who we are. We gave our children Hebrew first names and no middle names. When we decided to stay here, we considered changing Bender to Ben Dor, to emphasize our Israeliness. Ilan and I still speak only Hebrew to each other.

"And I think we do a service for Israel. We make a good impression, speak favourably about the country, never criticize the government in public. People look up to us.

"But like so many of our friends, we feel guilty. I say that from my heart. *Maziyah*! — I deserve it — when people call me a *yoredet*. I still think we might get back some day, when the children are established and on their own. There's no reason why not!" (The first of two articles)



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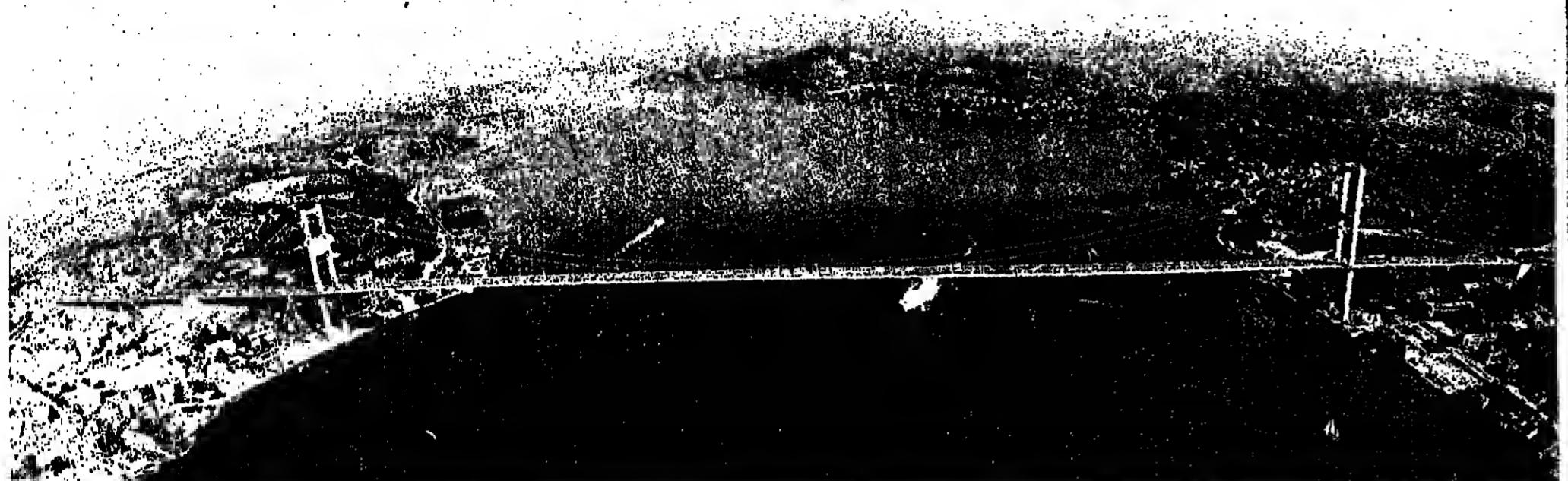


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Little room for delight

Events of the last decade — persistent internal unrest, shaky relations with the West and with its former Arab subjects, the Russians and the Greeks just across the borders — have produced a cataclysmic change in the Turkish political psyche. Jerusalem Post Diplomatic Correspondent DAVID LANDAU, who visited Turkey last month, reports.



AN ISRAELI visiting Ankara these days, and discusing Turkey's strategic situation with officials and politicians there, inevitably feels — if he is at all sensitive — an unwonted, but acute, embarrassment.

Here are the Turks, a vast and proud nation of 44 million, a bulwark of democracy, NATO's eastern fortress against the Soviets, having veritably to beg for the odd extra \$100m. in American military aid. And there is little Israel, as small by comparison, juggling with the billions in loans and grants being showered upon it from Washington (and still complaining that there isn't enough).

"It's all very well for you," the Turks say, with envy. "You've got your lobby and your influence on Capitol Hill. But we — we have nothing. And the Greeks are second only to you in promoting their own cause, and prejudicing that of their adversaries."

There were joyous banner headlines in Ankara a fortnight ago, when the U.S. administration indicated that it would seek Congressional approval for an additional \$200m. in aid to Turkey; additional, that is, to the annual \$300m. in military aid restored last September with the lifting of the arms embargo after four-and-a-half long years. But for the Israeli visitor in Ankara it was an additional embarrassment: President Carter proposed to tack on the extra sum for Turkey to the huge aid package earmarked for Israel and Egypt, and in that way slip it through the Congress.

THE HUGE Turkish army, at 600,000 men the biggest in NATO after America's, is straining its cash resources to refurbish its fleet of Korean War-vintage M-47 tanks with diesel engines, new cannon and radar sights. The air force is slowly acquiring a complement of 80 F-4 Phantom warplanes. Meanwhile, Israel is beginning to think of phasing out its Phantoms and in literally generations ahead in armour, artillery, anti-tank and anti-aircraft weapons.

And yet Turkey — and not Israel — is a member of NATO. In the north-east, across an arid mountainous

border region, Turkey faces untold phalanxes of Russian troops. In the north-west (Thrace), there is the much more easily passable Bulgarian border, where Warsaw Pact armies could

mass to strike down at the Bosphorus.

To the south, though this is not

ostensibly a NATO concern, there is Iraq and Syria, purportedly set on a merger course, com-

manding between them more than 2,000 tanks and 700 modern warplanes — that same potential juggernaut which Premier Begin never tires of warning against. And to the east there is Iran, out of whose tumult might emerge new dangers for Turkey.

Beyond the embarrassment,

then, at this paradoxical disparity in military might and political good fortune, the Israeli is — or should be — beset by real concern. He should feel it both as a citizen of the Free World, of which Turkey is a vital part, and as a citizen of a friendly, regional country. (Turkey is the only Moslem country — not counting Egypt — with which Israel has diplomatic ties.)

Nor is the immediate cause for concern only, or even chiefly, the run-down condition of Turkey's military machine. For, in large measure, that itself is merely a reflection of the massive economic malaise that threatens to engulf the society. And some would say that the economic malaise, in turn, is the product of the debilitating political weakness that has crippled the country for years. Neither Bulent Ecevit (of the leftist Republican People's Party) nor Suleiman Demirel (of the conservative Justice Party), the two rival leaders whose personal hatred is the fuel which drives Ankara's French-Fourth Republic politics, has proved able to establish a firm and credible government.

The instability of the political mainstream has fermented the terrorist violence on both extremes of the spectrum. There is daily toll in life and limb.

THIS SIMMERING anarchy, coupled with — in the opinion of many informed Turks — some energetic subversion from the north, has fanned the embers of ethnic separation in outlying regions. Most ominously, there are rumblings among the Kurdish areas in the less-developed east of the country. These eddirlings are closely connected with the desultory Kurdish struggle across the Iraqi border, and the recent unrest among Iran's Kurds.

There are more Kurds in Turkey than in Iran and Iraq combined. Millions of them are fully integrated into mainstream Turkish society. But millions more still retain their distinct language and cultural identity.

Their inchoate threat to national unity is perhaps the most preying preoccupation of policymakers in Ankara.

To top it all, the Turks seem to have a facility for allowing their problems to trap them in vicious circles, which they clearly perceive but nevertheless do nothing to break out of.

Thus, for instance, Turkish leaders are aware that the Greeks' obsessive fear of attack from Turkey is a fact, not an act. It is that fear which inspires Greece's highly effective lobbying (through the Greek-American community) in the U.S. And yet the Turks cannot bring themselves to take demonstrative steps to alleviate the concern of their small western neighbour. They ridicule the Greeks' fears of Turkish invasion — and yet they themselves, even the most urbane and sophisticated of them, speak with the utmost seriousness of Greece's territorial claims and dark designs against Turkey.

(That, indeed, is part of the reason for American parsimony in supplying arms, even now that the Congressional embargo has been lifted. The Turks, for instance, persistently demand a "balanced air force" (meaning bombers as well as interceptors), justifying it by their "regional responsibilities." But it does not take much pressuring to elicit that they want bombers because the Greeks have bombers. And it is precisely that reason that the U.S. is reluctant to supply them.)

Similarly (and simultaneously), the oil crisis has forced the Turks to revise radically their traditionally contemptuous attitude towards the Arab world they formerly ruled.

There was always a "special relationship" with the Libyans, one of the few peoples not to have revolted against the Ottoman Empire (it was the Italians who drove the Turks out of Libya). Now the relationship is positively blooming. Ecevit paid an official visit to Tripoli recently, and premier Jalloud is soon to reciprocate, bringing with him the best wishes of Col. Gaddafi (though diplomatic sources say he is unlikely to bring the dollars that the Turks hope will come with the wifiee).

The Saudi Arabian finance minister was in Ankara a fortnight ago and signed an agreement to lend Turkey \$250m. for special projects.

The ties with Iraq are particularly close — because of the common Kurdish problem. The Turkish chief of staff and the chief of internal security have made separate visits to Baghdad in the last few weeks.

But with Iraq, and even more so with Syria, the friendship is still tempered with a goodly measure of wariness. Both countries are taken into account, in Turkey's strategic thinking, as potential foes, either in terms of Soviet surrogates or in strictly regional conflicts. Syria is still formally bound under its constitution to wrest the Alexandretta region of the Mediterranean littoral from Turkey. And the fact that the Tigris and the Euphrates rise in Turkey is a potential source of discord between Ankara and Baghdad.

But with Syria, the friendship is still tempered, of course, to obtain more generous support from the other allies. But the effect is, at the same time, to embitter public opinion against the West — a sentiment which could prove dangerously volatile if economic and social conditions deteriorate radically. And yet the complaining continues and IMF conditions for new Western loans are portrayed as a humiliation.

The conclusion in Iran may have been Turkey's lucky break, paradoxical though it seems. It has spurred a new awareness in Turkey of Turkey's plight — and Turkey's strategic importance.

Turkish officials concede that such persuasion is exerted, but they maintain that their own firmness quickly discourages it. □ *(Left) David Landau recently visited Turkey on behalf of "The New Republic."*

FRIDAY, MAY 4, 1979

ZARFON

SHALDAG INN

Nes Ziona

Judapest

Panema

Plano Bar

LITTLE CAVE

Rishon

Steak & Shrimp

DRUGSTORE

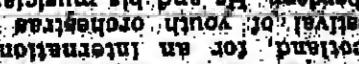
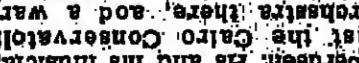
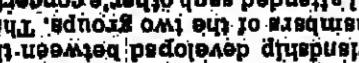
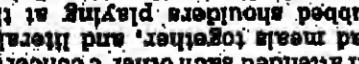
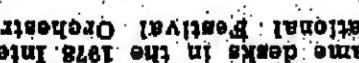
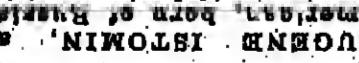
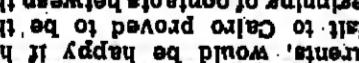
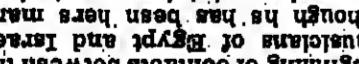
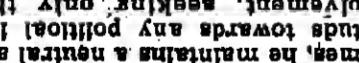
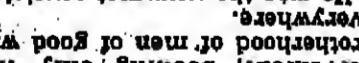
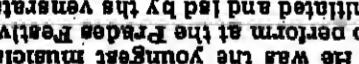
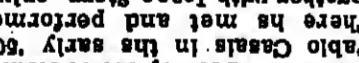
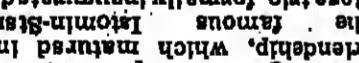
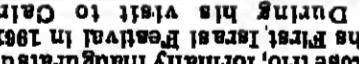
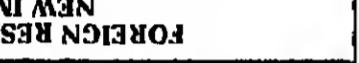
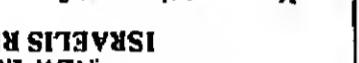
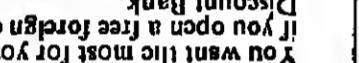
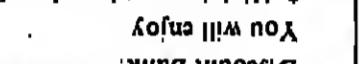
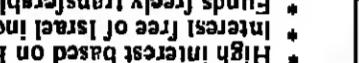
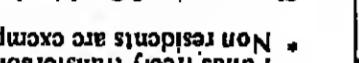
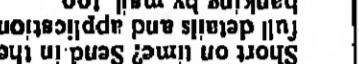
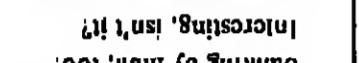
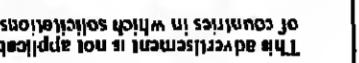
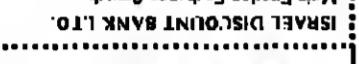
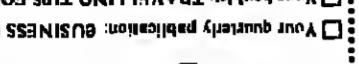
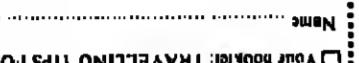
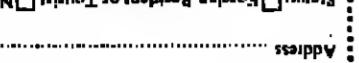
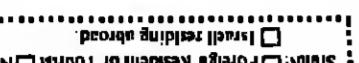
A-COMIN' IN

TEL AVIV RESTAURANTS TEL AVIV

THIS WEEK IN ISRAEL

THE JERUSALEM POST MAGAZINE

SAY YOU SAW IT IN



The Week's TV/Radio Highlights

MAY 4 — MAY 10

FRIDAY

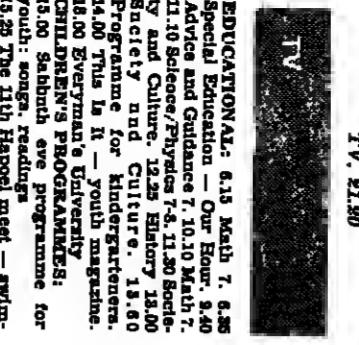


Anton Rodgers



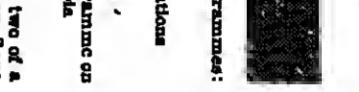
Paloma Jeffer

TV
TV, 8:15a



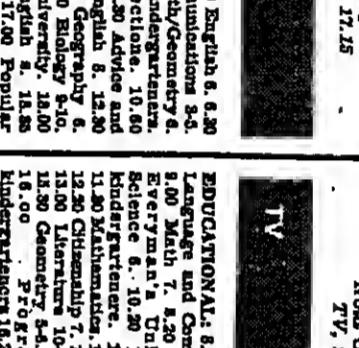
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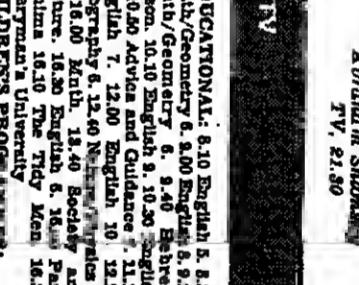
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TV, 8:00



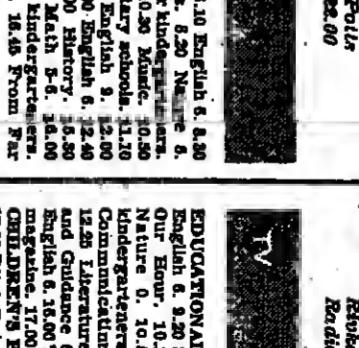
RADIO

TV, 21.30



RADIO

TV, 8:00



RADIO

Radio, 8:30

for you only the best...

SONY

ask anyone...

SATURDAY



Paloma Jeffer



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

Radio, 8:30

SUNDAY



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

Radio, 8:30

MONDAY



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

Radio, 8:30

TUESDAY



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

Radio, 8:30

WEDNESDAY



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

Radio, 8:30

THURSDAY



RADIO

TV, 8:00



RADIO

TV, 8:00



RADIO

Radio, 8:30

EDUCATIONAL

8:15 Math 7, 8:30 Special Education — Our Story, 8:45 French and German, 8:50 Math, 9:10 Math, 9:30 English, 9:45 Science, 10:15 Social Studies, 10:30 Art, 10:45 Evening of Song.

CHILDREN'S PROGRAMMES

11:00 Story and Culture, 11:45 Programmes for Kindergarten, 12:00 This Is It — youth magazine, 12:00 Evergreen University, 12:30 Children's PROGRAMMES, 13:00 Saturday, 13:30 Sunday, 14:00 Saturday, 14:30 Sunday, 15:00 Saturday, 15:30 Sunday, 16:00 Saturday, 16:30 Sunday, 17:00 Saturday, 17:30 Sunday, 18:00 Saturday, 18:30 Sunday, 19:00 Saturday, 19:30 Sunday, 20:00 Saturday, 20:30 Sunday, 21:00 Saturday, 21:30 Sunday, 22:00 Saturday, 22:30 Sunday, 23:00 Saturday, 23:30 Sunday, 24:00 Saturday, 24:30 Sunday, 25:00 Saturday, 25:30 Sunday, 26:00 Saturday, 26:30 Sunday, 27:00 Saturday, 27:30 Sunday, 28:00 Saturday, 28:30 Sunday, 29:00 Saturday, 29:30 Sunday, 30:00 Saturday, 30:30 Sunday, 31:00 Saturday, 31:30 Sunday, 32:00 Saturday, 32:30 Sunday, 33:00 Saturday, 33:30 Sunday, 34:00 Saturday, 34:30 Sunday, 35:00 Saturday, 35:30 Sunday, 36:00 Saturday, 36:30 Sunday, 37:00 Saturday, 37:30 Sunday, 38:00 Saturday, 38:30 Sunday, 39:00 Saturday, 39:30 Sunday, 40:00 Saturday, 40:30 Sunday, 41:00 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CHINESE
FOOD AT
FOODIE'S

POULTRY

OPENS FOR
DINNERLUNCH &
DINNERS

A WEEK

7 DAYS

A WEEK

7 DAYS

Timeless beauty

'I felt I could have been living then, and been one of Solomon's lovers.' That's how Doris Biton described her part in the photographing of an album on 'The Song of Songs' to ROBERT ROSENBERG.

IN THE SMALL restaurant garden, 17-year-old Doris Biton really does look like one of King Solomon's concubines. Her long dark hair shines in the sunlight that slips through the pine trees above her. Her dark eyes flash, and when she smiles, saucous lips reveal the perfect teeth which the wise and ancient king compared to dancing white sheep.

Doris is one of four women chosen by Persian fashion photographer Michel Tessier to feature in a new photographic book illustrating "The Song of Songs."

One of the shortest books of the Bible, it presents a graphic portrayal of a great love affair, ostensibly between King Solomon and his favourite concubine, allegorically between Israel and God. It would be described by modern poets as Imagist — intensely visual, sensual and at times quite explicit.

When the staff at Media Contemporary Arts, a Tel Aviv establishment that represents several Israeli artists and independently publishes their work, decided to illustrate the biblical text with photographs, they very quickly discovered that "The Song of Songs" meant a lot of different things to different people.

Sasha Harari, the 33-year-old director of Media, described the process of producing the book of photographs as a "forge, through which the ideas of all that were involved — and we had quite a large staff of models, designers, crew people — had to be tempered."

He held a dummy of the book in front of him as he spoke, turning the pages slowly. "Each photograph, shot in what Doris Biton called 'the most special places in the special places that are here — Sinai, Jerusalem, the Galilee,' was accompanied by a caption quoting from the biblical poem.

"Of course we started out thinking it would be erotic," Harari said. "But as we read the poem over and over, and discussed it and read essays on it, we moved to a more esoteric understanding."

"The Song of Songs" is at times confusing — emotions quickly following each other, descriptions mixing images to form an elastic beauty that sets the imagination spinning.

"The book of photographs is also confusing in a way," said Harari. "It starts literally, with the pictures very clearly related to the text. But soon the photographs become only subtle hints to the passage; and by the end of the book, although beauty and sensuality pervade, an esoteric, almost abstract, sense of the text takes over."

IT WAS ONLY by chance that Doris became involved in the production. "They needed some dancers for one of the shots to illustrate the women of Jerusalem, so they came to Bat Dor where I study dance," she said.

"I was coming out of a studio and Michel" — the photographer



Media chose after Israeli photographers turned down the project — "Michel saw me and said, 'yes, her.'"

Harari, Tessier, the models Tessier chose, Alina Sionim (who works as Harari's assistant), and Elijah Tal, a public relations man who has dreamt of producing such an album for years, discussed "The Song of Songs" for weeks before they began the IL800,000 production.

"We had to avoid kitsch, and we couldn't make this merely a book of erotica," said Harari. "We were trying to come to grips with our roots in this country, express something that is universal, something beautiful. We were trying in a sense to understand ourselves."

"Michel Tessier has had 'Vogue' covers, and he knows his job," said Sionim. "He's making aliyah in June — so for him, this was something extra special that he thought out very carefully."

Tessier shot nearly 10,000 colour slides for the album, which in its final form has 120 photographs illustrating some 100 passages from "The Song of Songs."

Tessier and Media chose models who were not professionals, and decided to seek that timeless quality that Doris exudes. Tel Aviv artist Gidi Levi designed the sets, and some of them are exotic indeed.

The guards who assault Solomon's lover are motorcyclists in helmets and black jackets.

Menashe Kadishman, the Israeli avant-garde artist whose tremendous girth and thick grey beard give him a look of wisdom, was photographed to illustrate a passage about kisses as sweet as wine. He holds an enormous glass goblet, which in his meaty hands appears tiny.

Doris, who was born in Morocco, is finishing high school this year. She refused to be photographed in the nude and needed her parents' permission to go to the Sinai for the four days of shooting that involved her.

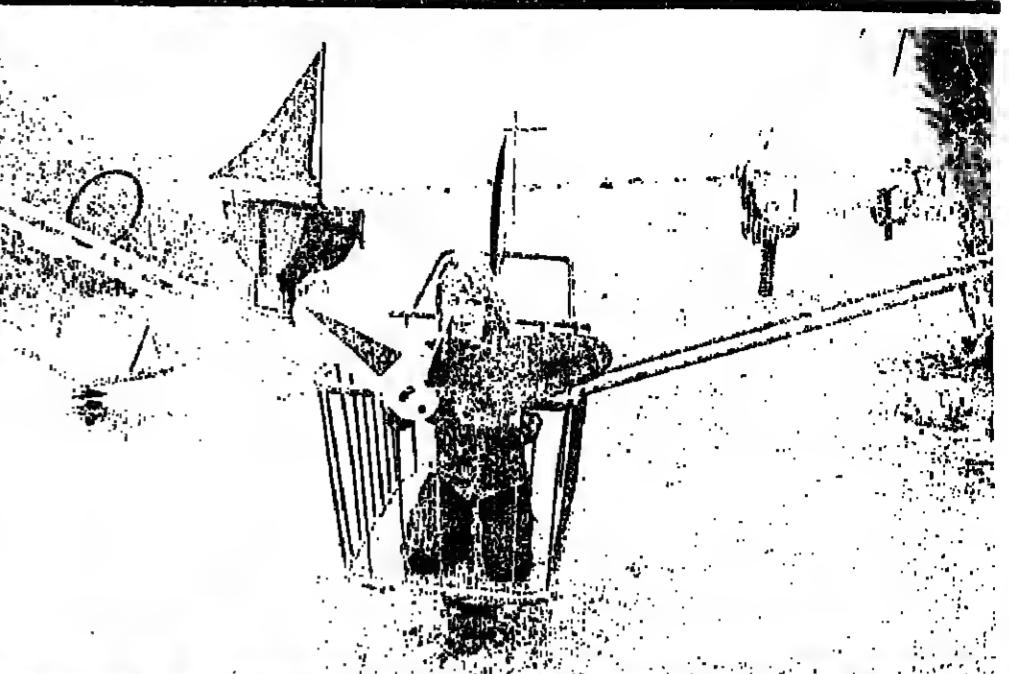
"The Song of Songs" is not taught in school here," she said. Teachers try to avoid discussing the book when precocious pupils ask questions.

"But we all know about it, and even if you aren't religious, or have strong feelings about the Bible, the book, for young Israelis like me, is important. It expresses so much that we know, and does so beautifully."

"You know, in the Bible, the relations between men and women are always so hard. Either it's 'Bo fruitful and multiply,' or it's a lot of rules and regulations about marriage conduct."

"But in 'The Song of Songs,' the relationship between men and women is beautiful, the way it should be, with all the purity and all the feelings that exist."

"There were moments when in the Sinai I forgot that I was Doris Biton, who lives in Abbod, and leads a normal busy life. While we were in the Sinai, I could have been living then, and been one of Solomon's lovers," she said.



Playground sculptor

Jonathan Levitas has taken scrap metal, and converted a corner of Kibbutz Revivim into a most unusual playground, writes LORI LEVY.

WHEREAS MOST people at Kibbutz Revivim grow flowers or vegetables in their gardens, Jonathan Levitas "grows" sculptures.

Rising out of his garden of fallen leaves is a strange and varied crop: a rooster, a dog, a snail, a bird catching its prey on a ladder, and a few unidentified creatures. Towering above them all is a bright yellow and orange "hinged eyelash" — a giant metal hinge sporting a hole for an eye and a rattle-like lash.

Jonathan arrived at the Negev kibbutz — also known as "Golda's kibbutz" — in 1967 as a volunteer from South Africa. His interest in sculpture developed spontaneously — almost accidentally — a few years later, while making a seesaw for children.

A seesaw works on a scale principle and requires two people to operate it; why not make something with a spring in the middle so that one child could rock himself up and down? With this flash of an idea, he began his hobby of making sculptures for children.

Instead of keeping all his work in a private sculpture garden, Jonathan, a friendly, jolly man of 30, also created a playground next to his apartment.

The playground has grown over the years and now includes a pirate, a lion, a horse, and a bull, two airplanes, a "yacht," a seesaw, and a merry-go-round that

moves like an octopus."

In accordance with his original idea, these scrap-metal sculptures are almost all mounted on springs. Herein lies their uniqueness; springs constitute the base of Jonathan's sculptures and of his creativity.

The difference between the coil spring he uses (from tanks and heavy-duty vehicles) and an ordinary motor-car spring, explains Jonathan, is that the car spring only goes up and down, whereas the coil spring has a 360 degrees movement. Children playing on his sculptures, therefore, can rock up and down or from side to side, or swoop and swirl simultaneously.

WHILE HIS sculptures fulfill a need for artistic expression, he is mainly motivated by a desire to please children through his toys, and to keep them amused. A child likes to be able to move," he says, and to feel at one with the movements of the animal-sculpture. "Like an animal moves, they move," Jonathan adds. Consequently, he prefers mobile, concrete shapes; the few abstract objects he has made are stationary.

All his sculptures are colourful. "Kids prefer bright colours," he claims, and he chooses his spray paints accordingly. There are bright greens, yellows, blues, and



ARTHUR HAILEY has overlooked an obvious venue for his repetitive plots. What better title to follow *Airport* and *Hotel* than that of the book under review. Department Store, that is, that formidable institution which turns over millions of dollars to the sum of electronic cash registers.

In Hailey's hands, such a book's climb up the bestseller charts would have equalled that of an express elevator going from the store's busy street level to its upper-floor executive offices, where passionate intrigue is muffled by soft, plush carpets.

This store, however, is a work of non-fiction. The reader is given much information about various stores, their founders, sales campaigns and what-not. To say that the drama of America's great stores is herein captured is an overstatement. Still, there is a pot-pourri of material of particular interest to American readers who are familiar with these centres of fashion.

Shopping is the true American pastime. From an early age Americans are conditioned to buy. Stores are the shrines of American business, and the names of the great ones have whetted the appetites of millions of people over the years. It should be noted, however, that behind many a glamorous store you will find today the behemoth of financial organization, the conglomerate.

Behind Lord & Taylor, that venerated New York establishment, lurks the anonymous Associated Dry Goods Corporation (which has 87,000 employees and has sold an astounding \$1.5 b. worth of goods in 1978). The giant buyers roamed the continent, merchant-adventurers headed for remote places, travelling by boat and train. Telex and overseas calls had yet to be invented.

UNLIKE Winnett, the Korriok brothers, Charles and Abe, had no use at all for fancies. They were Federated Department Stores, Jewish immigrants who came from Poland at the turn of the century and found their habitat in the Wild West. They must have stood out among the cowboys of Phoenix, Arizona, but they had a knack for selling what the cowboys needed. And they prospered.

ADVERTISING, an image and a certain chic are the gateway to

success. The independent Jos. Magnin, of San Francisco, suffered from the poor-brother image compared with the other family store, I. Magnin.

One day, Joseph Magnin ran an ad, "Need Graphic Artist." A pair of young ladies responded, telling him: "We're expensive, \$800 a week, but you get the two of us for the price of one." He hired them and they created a chic, youth-oriented campaign for the store. Jos. Magnin was on its way, forming its own lucrative market.

Unexpectedly, Chicago is home to a store which prides itself on its image of solid respectability and understatement. Marshall Field's would not tell you by how much an item on sale is marked down. "They wouldn't be that exact," says the store's manager.

Not all the legendary commercial figures were founders or owners. Bernice Fitz-Gibbons was a farm girl from Wisconsin who was able to command an unprecedented annual salary of \$80,000 during the 1940s as advertising director of Gimbel's, New York. She was a horror to work for, driving her staff until the last ounce of creative energy was extracted from them. But she coined such memorable slogans as Macy's "It's Smart to be Thrifty," and Gimbel's "Nobody, but Nobody, Understalls Gimbel's."

Actually, Field's has a fascinating history in buying merchandise. Back in the 1920s its

buyers roamed the continent, merchant-adventurers headed for remote places, travelling by boat and train. Telex and overseas calls had yet to be invented.

Not exactly Shakespeare, but these slogans have stood the test of time.

So much for indulgent titbits of American merchandising. As for the book itself, it is hard to criticize, despite the avid name-dropping and the fact that certain sections read like advertising.

Not all great stores have

prospered forever. Misguided management has brought down even popular stores, such as The White House in San Francisco. One mistake they made, maybe not the most important, was that they failed to understand "the mystical power and real profit in cosmetics and perfume, that has turned virtually every main floor of every store into a make-up parlour and smelly paradise. They buried these departments in hard-to-find corners.

BUT ENOUGH doomsdaying the fate of individual initiative. After all, today's stores were started by individuals who had the kind of drive and intelligence that resulted in these gigantic commercial creations. When he was in his eighties, P.G. Winnett used to walk through his store, Bullock's, handing out sour balls and chocolate kisses to his employees. They loved him.

"It may sound corny," said a veteran employee, "but I've kept the last candy Mr. Winnett gave me. It's still in its cellophane. Mr. Winnett was a small man in stature. In everything else he was 10 feet tall."

He was a man of extravagant vision. When Bullock's opened in 1929 it was the marvel of its day, the height of fanciful architecture in the service of merchandising.

In old age Winnett had to face a bitter, unsuccessful fight against being taken over by Federated Department Stores, who were aided by his son-in-law. He was kept on as an "adviser," which allowed him to walk through the store with a supply of candy.

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Not all great stores have

ADVERTISING, an image and a certain chic are the gateway to

Biographical repeats



DYLAN THOMAS by Paul Ferris, London, Penguin, 446 pp., £1.50.
OSCAR WILDE by Philippe Jullien, London, Paladin, 348 pp., £1.75.

Matthew Nesvinsky



and Sullivan operetta. Wilde has also been the subject of two movies, and the Irish actor Michael MacLiammoir had a great success with a two-hour stage impersonation called *The Importance of Being Oscar*.

What Julian's book offers is a French view of Wilde, whose means among other things a bemused Gallic glance across the Slaavas at Victorian repression. (Wilde is "martyred" at his trial) and a good deal of Wilde vis-à-vis French art theories.

All this is legitimate enough, considering that Wilde spent a great deal of time on French soil, writing some of his more serious volumes of recollections and, in Daudet, Verlaine, Gide and the

French school.

OSCAR WILDE'S life, of course,

is even more familiar to us than

Dylan's. Wilde inspired a dozen

biographies, featured in scores of

volumes of recollections and, in

the boys at the pub by racing

around on all fours yapping like a

dog? Yep — even chipped a tooth while gnawing a table leg. Could ha lactura while dead drunk? Absolutely. Did he down 18 straight whiskies the day he died? Unlikely. Did a doctor's morphine injection do him in? Quite likely.

The large question, though, is

how this great big baby (he made

his wife carve him his favourite

tray of sugared bread and milk in bed) managed to produce poems of such incredible depth and den-

gity. The answer is — with great

difficulty. Ferris shows how, with

a n. angry child's engla-

mindodness (and with a thesaurus always at hand), Thomas would

often hone a poem through hun-

dreds of drafts. One opening line in

his own day, was caricatured in a

("Through throat where many least two novels and in a Gilbert

PAGE EIGHTEEN

Treasure trove

MOSHE SHARETT was a compulsive writer. He enjoyed the very act of writing, the flavour of words and the quest for precision of expression. He always looked back with nostalgia to his days on *David*, and seemed to find some compensation in the paperwork — memos, reports, letters — he did at the Foreign Ministry, and before that at the Jewish Agency.

Despite its copious, almost dainty, entries (many dealing with matters of little import), the extensive digressions and the elaborate descriptive passages, this is by no means a diary kept at leisure. Most of it was written under the extremely heavy pressure of work and great mental strain, very often in the middle of the night when he was on the verge of physical exhaustion. "This diary is shortening father's life," Zipper Sharett wrote to his son. However, he felt "duty-bound" and was "imbued with the desire" to go on.

And selling merchandise is what it's all about. Tom Barnett, a manager at Nieman-Marcus store in Texas, started out in a small new branch 20 years ago. One day the illustrious Stanley Marcus came on an inspection visit.

"He looked around and liked what he saw," Barnett recalled. "But we weren't doing any business, and he wanted to know why. I thought of something I heard buyers say on slow days. I said, 'Mr. Stanley, the people are coming in, but they just aren't buying.' He looked at me, and that is when I learned what retailing was. He said 'Tom, until you see them walk in here naked, they're buying their clothes somewhere.'"

So much for indulgent titbits of American merchandising. As for the book itself, it is hard to criticize, despite the avid name-dropping and the fact that certain sections read like advertising.

THE RELATIONSHIP between the two men was as complex as the differences in their characters and conceptions of statecraft and leadership. Indeed, despite their many years of collaboration, one cannot help feeling that, to his relationship with B-G, to excessive self-pity and often to a loss of a sense of proportion. When he became to be excluded from the government, Sharett quotes Mrs. Sharett: "Nobody imagines that the State will be able to hold out without you."

Sharett then realized why Ben-Gurion had ousted him from the Cabinet a few months before: he would have been an obstacle to the amalgamation. Some time later, Sharett minutes: "In the midst of taking stock of the gains and losses of this war it is quite obvious to me that I am one of its casualties. As a political man I fell victim to this war and this causality, too, ought to be counted against my continuing to serve under you."

However, Shaul Avigur knew better. As Sharett relates in a letter to Ben-Gurion: "Shaul was all for your return to the premiership, but was dead set against my continuing to serve under you."

Knowing Ben-Gurion, it was clear to Avigur that a break would be inevitable unless Sharett accepted B-G's line of policy.

It is these issues that constitute the diary's main core and make it the important historical document it is.

Sharett questioned the very tenets of Ben-Gurion's activist policy and rejected as disastrous the path of "teaching the Arabs a lesson" by escalating retaliatory operations. He was out to block and reverse this "wild" trend and, finally, to open condemnation.

Minuting a conversation with Ehud Avriel, Sharett notes:

"Spent a long hour analysing B-G. Both of us displayed great proficiency in the subject and each of us could have written a doctoral dissertation on it."

And again, in a letter to Akiva Govrin: "Our relationship is excellent in so far as a relationship of trust and friendship is possible in the circumstances, while that which separates us is rooted in deep and abiding layers of the soul. All this is a subject for psychoanalytical research, which I neither desire nor see much point in."

Yet it was this inability to grasp B-G's personality that was at the root of much of Sharett's torment and frustration and that kept him so long from realizing the vanity of his attempts to find some common ground with him.

Sharett became premier in January 1954. Fourteen months later, following the "Lavon Affair," B-G came back to serve as defense minister under Sharett. And in 1956 Ben-Gurion reassumed the premiership.

The fact that the activist policy

in all its forms had the enthusiastic support of the vast majority of the population disturbed him greatly, and he saw in it grave threat to the State's moral foundations. Politically he

saw this policy as leading to a dangerous impasse and to Israel's growing isolation.

Sharett agreed that in certain circumstances a retaliatory operation was unavoidable, but warned that such operations "ought to be guided by the realization that they will not bring peace closer, but rather make it prospects even more remote."

Sharett advocated diplomacy, moderation and restraint as the way to win international support and allay Arab suspicion and fears, develop trust, and ultimately bring about Arab acceptance of the State of Israel. Thus when Ben-Gurion was pointing to the dangers posed by the growing Arab — especially Egyptian — military might and warning that Nasser was preparing for war, Sharett wrote: "One has to seek an answer to the dangers in non-military measures: in raising a new proposal for the solution of the refugee problem, coupled with a courageous offer of compensation, in mending our relations with the powers and in active striving for an understanding with Egypt."

Sharett kept on his struggle with remarkable tenacity. On two occasions he succeeded in blocking large-scale retaliatory operations which Ben-Gurion brought before the Cabinet for approval. However, he knew that he was fighting a losing battle and that his course was leading to a break with Ben-Gurion, which he vaguely hoped to avert.

The 1956 Sinai Campaign found Sharett out of the government and on a mission in Asia. It came to him as a profound shock. "We are the aggressors" — was his on-line entry on the day the news of the war reached him in New Delhi. The jubilation over the great victory left him cold. It was all a terrible blunder. It brought Israel into open conflict with the U.S. (Sharett vowed with apprehension the tendency towards reliance on France); the collusion with Britain and France ("a broken road") evoked wide condemnation throughout Asia, and above all, the prospect of an accommodation with Egypt were dealt a heavy blow.

Sharett himself was far from being free of doubt. When, at a meeting, Moše Dayan — who was Chief of Staff at the time — stressed that if Israel did not keep up its strong retaliatory operations, it might be plunged into a state of chaos, Sharett asked himself: "Can one prove the opposite, that such would not be the case?"

NO SHORT review can adequately convey the panorama of events and figures presented in this unique diary. The reader is given a new insight into the "Lavon Affair"; he is shown the complexities of political negotiations and disputes; he gets a close-range view of the making of a coalition government, with its behind-the-scenes wrangling and "deals"; and he follows the careers of the "men at the top" as they are seen and described by Sharett with sharpness and frankness.

Standing out above all this is the moral force which dominated Sharett's personality. He was not a man of extremes, but neither was he a man of compromise. When he came to matters of values and conscience, "I stand before God," he was a man of uncompromising principles. He was a man of great inner strength and devotion. Nonetheless, the feeling that he wasn't doing what he ought to have been doing never left him.

The diary stops abruptly in the middle of a sentence. And over the years he never had to complete it. The main need was gone. He was not at peace, but the account with Ben-Gurion was further emphasized by Sharett's

extraordinary diary, besides being a unique human document, is a treasure trove for the student of Israel's contemporary history and invaluable for the understanding of one of its crucial periods.



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Matthew Nesvinsky





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The alchemist

HAVING all but sloughed off PRAXIS by Fay Weldon. London, Hodder and Stoughton. 289 pp. £4.95.

Evelyn Strouse

The girls' names have by this time been changed by their headmistress, Praxis is Patricia, Hypatia to Hilda, a change that bewilders Praxis but only seems to confirm the Hildeness — scene of battle — of one who had accepted Hypatia. Praxis, the author tells us, means turning-point, culmination, action, words that limn the spirit, even the demeanour, of the heroine; how can she be at the same time elitist Patricia?

Praxis the heroine, the you and me, isn't up to much at the beginning. She is only a pretty little girl being photographed on the beach at Brighton, while her uglier, older, and incomparably cleverer sister dledainfully refuses to participate. But this first glimpse of her affords, too, a glimpse into the squalor and wonder of the future, the sacrificed and the joy, the satisfying solution arrived at quietly at the end.

Praxis is a rich little girl with the soul of a wulf, whose Galatean tendencies early introduce themselves. She is also half-Jewish and a bastard, but then so is her sister Hypatia, who manages nonetheless to make it through life without bruising her dignity or her reputation.

But Fay Weldon isn't in love with her as she is with Praxis, as she is with one or two others who manage to touch Praxis closely. Out of love, like God tasting Job, Weldon tortures Praxis first in refined and then in increasingly obscene ways. In front of Praxis, her pretty mother Lucy fishwives it out with her common-law husband Benjamin; in front of Praxis, Lucy stumbles out of the bedroom of the photographer we met at the beach; in front of Praxis, now 12 years old, Lucy revisits lesbians and dirty Jews and gutter slimes, pointing her finger. In front of Praxis, in fact, Lucy goes mad, a condition that becomes final.

So: a mad mother, a sister who has overnight turned into a swan and the school's prizewinner, a lurking fear that she, Praxis, is debased and unnatural. "Shouldn't we visit Mother?" she asks her sister, 18 and impossible, after their mother has been taken to a mental hospital. "They don't allow visitors," replies Hypatia, despite the mysterious excursions she herself makes on Sunday afternoons.

"To commit incest knowingly (she supposed) was a great deal worse than to do so unknowingly and that was bad enough. Oedipus had put out his eyes and been pursued by furies... But she was committing nothing; she was lying there while her progenitor plunged and flailed in the body of his own creation. She was glad he liked it."

Brother act

THE NAME N.J. Crisp will ring a bell in the minds of most Israelis as that of the creator of *The Brothers*. These two thrillers prove that he is even more adept at writing about spies and counter-espionage, and oops and robbers, than about takeovers in the transport business.

The London Deal is a taut, tense thriller featuring an unconvincing young Inspector, Sidney Kenyon, who is framed by some Mafia-like organization, apparently without reason. Despite his brilliant record, or perhaps because of it, he is at once suspended. Fortunately for our Sid, one sergeant is prepared to help him prove his innocence, and all turns out well in the end. But before Sid finds out the truth, we

are taken with him on a series of nail-biting adventures through the seamy and the wealthy parts of London. This has all the pace that *The Brothers* lacked.

The Odd Man Out is George Griffin, an enthusiastic member of the SAS who is thrown out

because of a cardinal error — sleeping with the wife of a major

ed it. She would say nothing. She would take his guilt upon herself."

Blake says that if the fool he would persist in his folly he would become wise, and I suppose Praxis, taking all guilt unto herself, becomes innocent. She suffers massively; every mistake and misdeed is heavily punished; she is bereft of her husbands and her children — the ones she bore and the ones she only mothered — and at the end (although we are warned of this at the beginning) she is jailed for murder.

But she understands about giving up the world in order to find it, and doesn't mind therefore. The young woman whom Praxis has created more surely than the children of her loins — Mary, whom Praxis snatched from the flames of a bursting bomb, who, like herself, is the bastard offspring of a Christian mother and a Jewish father — is made to speak for her.

"I seem to have difficulty," said Praxis, out of nothing, into nowhere, "in actually loving a man... What can I do about it?"

"What you're doing," said Mary. "You learn to love the world enough to want to change it."

IT IS IMPORTANT to remember that the name Praxis essentially means action. Again the sea analogy serves: no single wave, higher than the rest, will ever be preserved in its majesty for all to look upon and say Ah, this is the crown and the success; this will last forever. Nothing lasts except the cresting and ebbing, the flux and reflux; you learn to love the world and the world rejects you. The miracle is in the action: continuing to love, continuing to rise and fall, continuing to be aware that yesterday's success is today's failure but that tomorrow you can try again.

Praxis is like the tides, the seasons. I am not at all sure whether Fay Weldon, in naming her, had the Goddess Persephone in mind, but so much in the various fertility and death myths connected with Persephone adheres to Praxis that it is difficult not to associate them. Like Persephone snatching the infant Adonis from Aphrodite, Praxis periodically descends into hell — or into the bosom of the earth — to emerge feckless, bestowing her bounty upon the world. Whatever her geneals, however, Praxis springs warm and identifiable from the confining type, a woman alive, a gift to the reader. □

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Excitement of the sixties

Gil Goldfine

WHEN the Tel Aviv Museum dedicated its new building several years ago even its boldest admirers criticized the imposing structure as an institution without the means to assemble or support a first rate modern and contemporary collection.

Marc Scheps, the museum's new active director, wisely embarked on a programme to organize comprehensive exhibits of local artists and once or twice a year arrange for broad-based, quality, loan shows from abroad as supportive nourishment. One can remember shows like "Drawing Now," "Gold of Peru," "Anthony Caro Table Sculptures" and "Constructivist Art."

Maintaining its excellent track record, the Museum has inaugurated no less than four new exhibits this week. The galleries have been reshuffled for the occasion, resulting in a pleasant and logical new installation of the permanent Israeli collection.

The Ludwig Collection

GREETING the visitor on the ramp to the Zack Hall is a three-metre high decorative sculpture by Niki de St. Phalle, "Black Nana," a zany piece symbolizing the vitality of the main show: "Art of the Sixties: Europe and the United States," from the Ludwig Collection, Cologne.

During the late '50s and early '60s Peter Ludwig, a manufacturer from Aachen, assembled one of the world's finest collections of American and English Pop art. His holdings were subsequently expanded to include the leading contemporary painters and sculptors. The collection eventually became the cornerstone of the Ludwig Museum in Cologne.

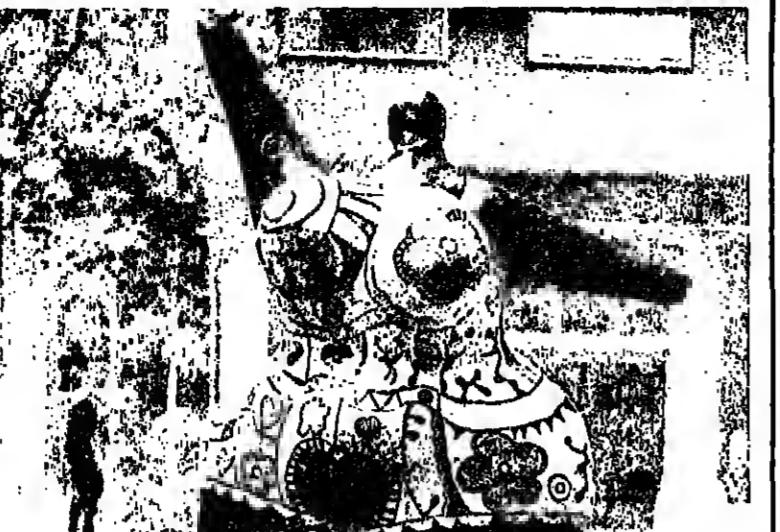
Photography: New Acquisitions TO OFFICIALLY inaugurate the Museum's Department of Photography, its Curator, Micha Bar Am, has acquired representative works by 17 Israeli photographers.

The 70-odd prints currently on view will form the basis of the Department's holdings. They project an honest appraisal of contemporary photography with good samples of hard fact realism, romanticism, abstraction, reportage and conceptual time studies. Bar Am has made his selection on the basis of sound artistic points of view and print quality.

Exceptional items are by Dalia Amitz-Weisreib, Yirmiyahu Zanaton, Yosef Cohen, David Mastro, Yigal Shem Tov and Gabriel Palti.

New Miro AS A topping to all these rich morsels, the Tel Aviv Museum has received three gifts which have also been placed in the galleries this week. Aspinwall Miro was donated by Mr. and Mrs. Irwin Metz to the American Israeli Cultural Foundation; a Bernard Luginbuhl kinetic sculpture was donated by A. M. Loeb of Berne; and a "Signal" sculpture by Takis is a gift of Ayala Zack Abramov.

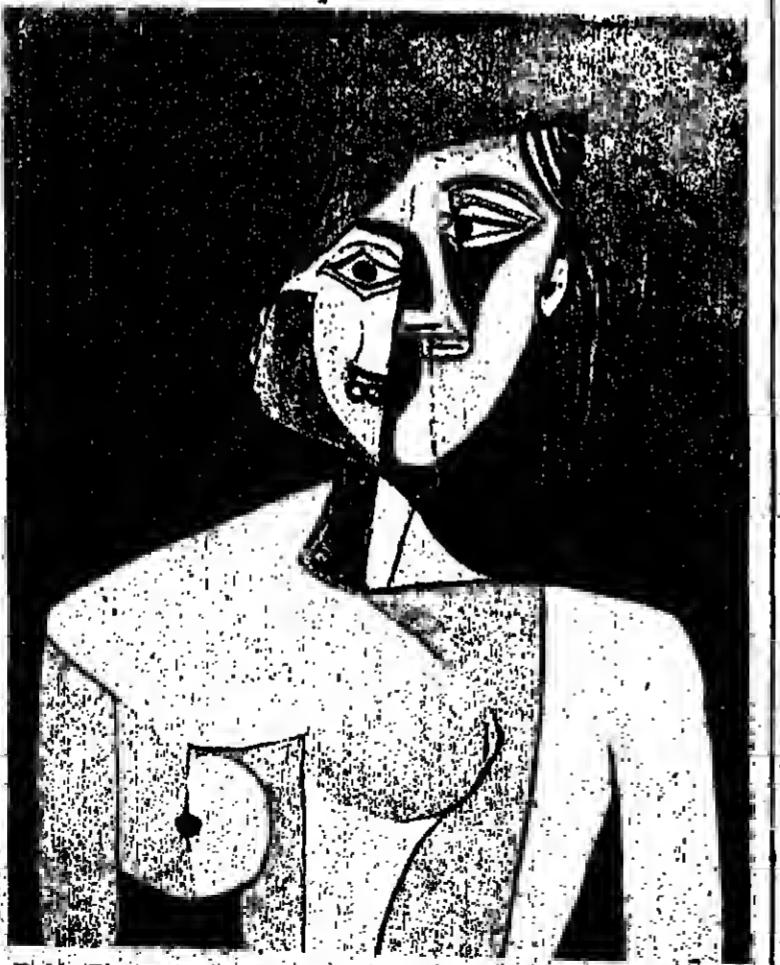
Along with Pop and New Realism the '60s saw the saplings of conceptual and minimal art break through the surface. These trends, which flourished internationally in the '70s, are introduced to us in this exhibit with splendid, singular pieces by Judd, Akrawi, Fontana, Kosuth, Becker, Ellou, LeWitt, and a mammoth Stella.



Niki de St. Phalle: sculpture, detail, "Black Nana" (from the Ludwig Collection at the Tel Aviv Museum).



Roy Lichtenstein: painting, "M-Maybe" (Ludwig Collection).



Pablo Picasso: painting, "Torso" (from the Bernhard-Adir Bequest to the Tel Aviv Museum).

Desert bloom

ANNA ANDERSCH MARCUS goes from strength to strength. Her newest mixed-media and gouache renditions of the Dead Sea, Negev and Sinai are marvellously well constructed, geometry that manages to project the contrasting architecture of rock and water, while the colour itself stops short of the illustrative and hums with both vibrancy and still heat. The colour harmonies are first class and consistent in character. Few figurative artists here have managed to grapple with the desert tenebrosus as successfully as this German-born artist. However the several oils on show do not come anywhere near the achievements of the other works; it is a medium this artist can now afford to drop. (Nora Gallery, Matmon 6, Jlem). Till May 21.

"FIBERWORKS" is a disappointing collection of disparate weavings, tapestries, batiks, wax reliefs etc., by some 20 Israelis and newcomers. Much of it is simply decorative, a lot of it dreadful kitsch, or stools from real artists. There are two harmonious appliques of a roed and landscape by Leila Wayne; and the largest of Alexandra Zeit's batiks is very pleasant. Annette Fein's mazurka are highly original, but too sweet for my taste. One of Linda Neevicky's stained elks shows poesitivities. (Jerusalem Theatre Gallery for New Artists). Till May 6. □

MEIR RONEN

Mixed bag

KOKA LAPIDOT shows paintings; TUVIA JUSTER shows sculptures. Lapidot's oils are hard-edge, very smooth canvases in colour, cutting her needs more than actuality, e.g. the continual blue for background, sky and sometimes the human body. The most polished works are the female nudes and semi-nudes, where volume, axis and calculated proportions lead to a detachment, removing them to a degree from the surface.

Despite careful lay-out, Juster's sculptures, in several media and styles, realist and otherwise, overwhelm in relation to the space at their disposal here. The viewer should therefore concentrate on the pieces in wood which express the artist at his most complete. There is a voraciously seen in its earliest and simplest form in his well-known, slenderly tapering "Prayer" (2). He achieves complexity by constructing an item through ramp-like spirals, e.g. the cubist veiled woman of "Song of Degrees" (16) and the massive abstract "Outer" (44) whose apex protrudes in a pointed motif jutting up from within the spiral. A fairly opposite — and evidently new — approach provides the solid blocks of three "Altars", each partly split downwards by different kinds of knife, the most imposing being 37. The unnumbered bas reliefs on the walls are most successful when, realist or abstract, their motifs are separated by adequate spaces. (Bett Chegall, Haifa). Till May 9. □

E. HARRIS

PNINA RAKOTZCH's first one-man show of mixed media is quite creditable. Here is a pleasant, luminous palette, which has the effect of giving full importance to drawing. At its best it divides the motifs of "Trees" (and similar pieces under different titles) into planes. This method avoids crowding and the impression of perhaps unwanted abstraction in the more richly coloured collages which, however, include the freshly composed and clearly figurative, "Illusion". (Hegefen Gallery, Haifa). Till May 8.

The Weekend Dry Bones

YES FRIENDS, SHULIG
WENT BACK TO THE STATES
FOR THE FIRST TIME IN
FIVE AND A HALF YEARS
AND HE FOUND THAT...

YOU KNOW
YOU'VE BEEN
AWAY TOO LONG
WHEN YOU GO BACK AND...



YOU GO TO THE MOVIES
AND YOU WALK OUT
DURING THE CLOSING
CREDITS.



YOU FIND YOURSELF
ARGUING IN FAVOR
OF GOVERNMENT
POLICY YOU OPPOSE.

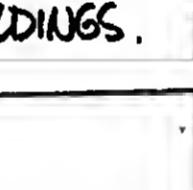


THE PASTRAMI DOESN'T
TASTE AS GOOD AS
YOU REMEMBER IT.

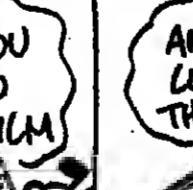
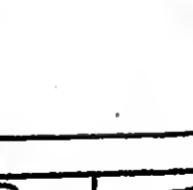


MUNCH MUNCH
22 X 16
UH LET'S SEE...
YOU CONVERT PRICES
INTO "REAL" MONEY.

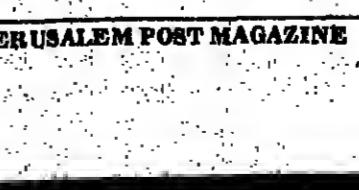
YOU LOOK UP AT THE TALL BUILDINGS.
YOU'RE THE ONLY ONE
WHO SMOKES.



YOU TALK TO
YOUR OLD
FRIENDS
ABOUT ISRAEL
AND THEY REFER TO YOU
AS "YOU PEOPLE".



ILL STRAP
THE TV
TO MY
WAIST.
SO I DECIDED
DAFFA TO...



WHEN NOBODY
UNDERSTANDS
YOUR ENGLISH
EXCEPT THE
CAB DRIVER.
ANY OF
THEM...
CAUSE
THEY'RE ALL
TOO NEW.



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